SOMA 2815

Introduction to Digital Imaging

SEMESTER 2

CONTENTS

Course staff

Course Coordinator: Lynne Roberts-Goodwin

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3. Course Information

a) **Units of Credit: 6UOC**

b) **Teaching Times and Locations: 9.00am – 12 noon, Tuesday F111**

c) **Contact hours per week*: 3**

*Please note that the expectation of time in this course is more than contact hours. The University has expectations of a total load of 25 – 30 hours per unit of credit. This means that you should spend no less than 8-9 hours per week on average on class work in addition to your timetabled hours.

d) **Course Aims:**

In this studio elective the student is introduced to the basic concepts and potentials offered through the utilization of digital imaging processes. The emphasis is on the integration of digital technologies into visual arts practices. The subject opens up for consideration a range of digital applications suitable for extending image production and visualisation. Through a combination of lectures and individual research, students are introduced to the practice and methods of production of contemporary artists who utilise a variety of digital technologies in their work.

e) **Student learning outcomes**
On completion of *Introduction to Digital Imaging* you should be able to:
• Demonstrate an advanced understanding of medium and high resolution image capture.
• Understand and clearly demonstrate an ability to utilise digital imaging software for image manipulation and correction.
• Begin to explore colour space, colour correction and appropriate output devices.
• Make informed decisions about the context and appropriateness of digital processes within your own field of practice or study

f) **Teaching Strategies:**
Teaching comprises lectures, demonstrations, workshops, tutorials and group critiques. Technical exercises and projects are set that encourage the development of skill proficiency and the refinement of conceptual concerns and creative ideas. Projects are set that lead towards self-initiated proposals and encourage the student's ability to take increasing responsibility for the direction and development of their work. Students are expected to question, develop and extend their own use of visual languages through both collaborative and independent active commitment to experimentation and individual research that is appropriate to their work.

Assessment

Project 1: 35%
"ARTIFICIUM"
"A photograph passes for incontrovertible proof that a given thing has happened"
Sontag, Susan, *On Photography* (New York: Farrar, Straus & Giroux, 1977)

"Digital imaging dramatically changes the rules of this game. It creates a condition in which the image maker may choose among many different devices and procedures for mapping from intensities in a scene to intensities in a display or print, in which image fragments from different sources may quickly and seamlessly be combined, and in which arbitrary interventions in the image-construction process are easy to introduce and difficult to detect. The distinction between the causal process of the camera and the intentional process of the artist can no longer be drawn so confidently and categorically"
Mitchell, William J., *The Reconfigured Eye: Visual Truth in the Post-Photographic Era* (Massachusetts: MIT Press, 1992)

In considering the two quotes above, you are required to present two A4 prints that demonstrate your technical aptitude and increased understanding of the role of digital manipulation in image production. You are required to use *original* source materials; i.e., photographs you have taken yourself. No 3rd party images (magazine pictures, web downloads etc) will be accepted.

Project 2: 35%
This is a self-directed project that explores your own areas of interest and study. You are required to consider the techniques and processes you have learnt to date and apply them to creating a series of images that reflect your understanding of Photoshop. You are required to use *original* source materials; i.e., photographs you have taken yourself. No 3rd party images (magazine pictures, web downloads etc) will be accepted.

You are required to present:
- A ½ page proposal outlining your work practice and what it is you intend to produce for this project. You must indicate the number of images you intend to create and the print size. Due: week 7
- A series of images (minimum of 2 images) either colour or black & white and the Photoshop file. You are expected to layer, manipulate as well as create an original piece of work. Remember to consider how your images relate to each other and convey your chosen concept/theme. Pay attention to both the background and foreground elements of your image. Play with transparency, layer effects, patterns, filters and any other manipulation available in Photoshop.
- Note: All work must be printed via a professional output process: i.e., Digital Print & Copy, PhotoKing etc. Home print jobs will not be accepted.

- Specifications of the images:
  - 300 dpi;
  - Greyscale or RGB;
  - Save as PSD with all layers (flatten a copy of your files only to print out);
  - Label files appropriately in a folder labeled as **"z(*StudentNumber*)_*Name*_P2"** and place them in the Class DropBox or burnt onto a CD.

Technical Exercise 1: 15%– TIME: 120 mins (in class)

This will be an in class technical exercise specifically in Photoshop. Students will be required to demonstrate, via various processes of image correction, the skills learnt to date. The images will be made available to students the day of the assessment and must be completed within the allocated time. Students must work with graphics tablets for this exercise. Marks for this exercise will be awarded on technical aptitude and interpretation of the image and the problems associated with it.

- Label your files appropriately and put them in a folder labeled as **"z(*StudentNumber*)_Name_Ex1"** and place them in the Class DropBox.

Technical Exercise 2: 15%– TIME: 120 mins (in class)
This will also be a technically based assessment. This exercise will be done in class. The task will be presented to you in class on the day and will require you to use your photoshop skills and ability to trouble-shoot. You will be provided with an image that requires considerable repair. You will apply your newly acquired photo-retouching techniques and clean up the image. Consider which tools work the best for you and which will provide the most effective results. Pay attention to detail, as dust and scratches can happen in the busiest of patterns.

- Label your files appropriately and put them in a folder labelled as **"z(*StudentNumber*)_Name_Ex2"** and place them in the Class DropBox.

Computing Requirements

Other than use of the mac labs used in this course it would be preferable for students to have a computer with a CD burner and at least Adobe Phtoshop CS installed. Adobe Phtoshop CS2 is available as a trial version (30 days) on the Adobe website.

Safety Information

You have a responsibility to not do anything that risks the safety or health of your fellow students and also staff.

This will involve informing your lecturer of any safety risks you become aware of, and also following the directions of staff in relation to such issues as equipment usage, and safety equipment and clothing.

You are responsible for:
- adhering to UNSW and COFA OHS policies and procedures,
- following instructions on safe work methods,
- promptly reporting hazards or accidents
- ensuring your conduct does not endanger others.

Emergencies and evacuation

In case of emergency you should follow the instructions on the emergency procedures displays, which are located on each level.

The emergency phone number is 9385-6666 (not 000).

During evacuations always follow the directions given by fire wardens and proceed to the emergency assembly area, which is in front of the campus art store (red oval on diagram).

First aid information

If you are injured or are hurt in any way inform your supervisor. All accidents and incidents must be reported. The names and contact details of first aid officers on campus are displayed on the green and white first aid posters. Security staff are also trained first aid officers.

Electrical safety

Students should ensure that any portable electrical equipment they bring onto the campus (such as laptop computer power supplies) are tested and tagged. Such equipment will not be able to be used on campus if not tagged. Testing can be done at the Resource Centre.
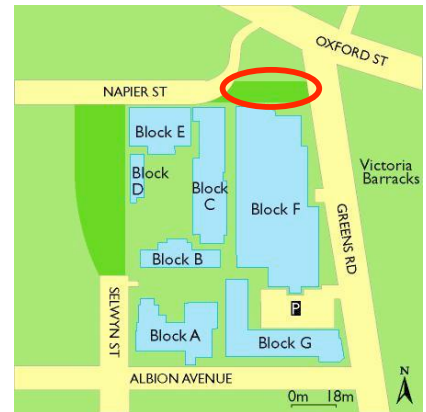
Academic honesty and plagiarism

What is Plagiarism?
Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

For the purposes of this policy, submitting an assessment item that has already been submitted for academic credit elsewhere may be considered plagiarism.

Knowingly permitting your work to be copied by another student may also be considered to be plagiarism.

Note that an assessment item produced in oral, not written, form, or involving live presentation, may similarly contain plagiarised material.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

The Learning Centre website is main repository for resources for staff and students on plagiarism and academic honesty. These resources can be located via:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

COURSE SCHEDULE

Week by week dates

Week 1:
Week 2:
Week 3:
Week 4:
Week 5:
Week 6:
Week 7:
Week 8:
Week 9:
Week 10
Week 11:
Week 12:
Week 13:

Schedule

Week 1	
COURSE OVERVIEW	• Health & safety, Computer Lab overview, storage & back up • Discussion of assignments, course outcomes & expectations • Brief look at computer basics: operating system, desktop & file management • Overview of Adobe PhotoShop –Bitmap vs vector –Resolution and File Size –Digital Capture All students to bring an image (no larger than 8"x10") for scanning next week

Week 2	
DEMONSTRATION WORKSHOP SCANNING	• Understanding Scanning & image source types • Navigating the Work area • The Tool Box • Painting with PhotoShop – Paintbrush, Pencil, Paintbucket, Airbrush

Week 3	
PATHS & SELECTIONS	• Making simple selections – Marquee, Lasso, Magic Wand • Making accurate selections – Pen tool, quick mask • Saving and accessing accurate selections – Paths & uses

Week 4

LAYERS CLONE & TRANSFORMATION TOOLS	• Layers • Clone, Heal & Patch • Transforming the Work area • Transformations: – Scale, Perspective, Distort, Skew

Week 5

IN CLASS TECHNICAL EXERCISE	120 minutes

Week 6

PROJECT 1 ASSESSMENT	All students must come prepared with work printed (no on screen work accepted)

Week 7

WARNING LETTERS

PROJECT 2 DISCUSSION	Discussion of Project 2 (All students to show evidence of work done to date)
LECTURE	"Is the digital relevant in contemporary arts practice?"
COLOUR SPACE	• Understanding the colour modes (RGB vs. CMYK) • Digital Print and Copy – overview of facilities available for use

Week 8

MASKING & ADJUSTMENT LAYERS	Image Adjustment – Curves, Levels, Contrast/Brightness – Selective Colour, Saturation, Colour Balance. – Blend Modes

Week 9

FLEXTIGHT SCANNER +	Overview of Flextight Scanner (optional). Scanning for medium and high resolution
WORKDAY	All students to continue work on Project 2

MID-SEMESTER BREAK 29 Sept to 03 October

Week 10	
LECTURE	Alternative practices and the role photoshop

Week 11	
IN CLASS TECHNICAL EXERCISE	**120 minutes**

Week 12	
FINAL PRINT PREPERATION	All students to finalise work for assessment

Wk 13	
ASSESSMENT	Presentation again of PROJECT 2

8. Student Resources
Resources for students

Recommended Texts/References:

General References:
Crewdson, Gregory, *Twilight*, Harry N. Abrams, Contemporary Photographic Practice**,** 2002
Debord, Guy, *Society of the Spectacle*, Detroit: Black & Red, 1983
Ecco, Umberto, *Faith in Fakes: Travels in Hyperreality*, London, Minerva, 1986
Horenstein, Henry, *Beyond Basic Photography—A Technical Manual*, Little, Brown and Company, Boston, Toronto, London, 1983
Goodman, Cynthia: "Digital Visions; Computers and Art", Harry N Abrams Inc, New York, 1987
Mitchell, Prof. William: "The Reconfigured Eye; Visual Truth in the Post Photographic Era", MIT Press, Cambridge, 1992
Manovich, Lev: "The Paradoxes of Digital Photography" 1995, www.manovich.net - articles
Munster, Anna: "Digitality; Approximate Aesthetics", Ctheory; Theory Technology and Culture, Vol 24 Number 1-2, article 93, 2001
Plant, Sadie: "Zeros and Ones" Fourth Estate, UK, 1998

Technical References:
Various authors "New Masters of Photoshop" Volumes 1 and 2, Friends of Ed
    Also see their website for other titles - www.friendsofed.com
Davis, Jack: "The Photoshop Wow Book" Peachpit Press
Weinman, E and Lourekas, P: "Photoshop Visual Quickstart Guide", Peachpit Press
Weinman, Lynda: "Hands On Training for Photoshop", New Riders
Willmore, Ben: "Adobe Photoshop Techniques" Adobe Press

Adobe website for technical help: www.adobe.com/learnexplore.html
Effective scanning tips www.scantips.com

Journals
Art & Australia
Art Monthly (Australia & UK)
Aperture
Artforum
Broadsheet
Cabinet
Contemporary
Eyeline
Flash Art
Frieze
Parachute
Parkett
Photofile

Bookshops
Ariel
Berkelouw
Gleebooks

CONTINUAL COURSE IMPROVEMENT

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the

course.

ADMINISTRATIVE MATTERS

CONTACTS
• For program advice and assistance, contact the Photomedia Coordinator, Debra Phillips (9385 0762).
• For assistance when other avenues have been unsatisfactory, contact the Head of School, Ross Harley.
• For general inquiries, to contact the School's Grievance Officer or to make appointments to see the Head of School contact the School Secretary, Duncan Fellows (9385 0758).
• For administrative inquiries and assistance (relating to enrolment, class lists, timetables etc.), contact the Faculty Student Centre [ground floor 'B' Block] (9385 0684).

COURSE REQUIREMENTS

ATTENDANCE
The minimum attendance requirement is 80% of all classes, including lectures and tutorials. You are liable to fail the course if you miss 3 classes [see remarks on Special Consideration below].

PARTICIPATION
You are required to prepare for, and actively participate in class activities.

COMPLETION OF SET WORK
You must complete all set work. You may fail the subject if you do not submit all set work.

SUBMITTING ASSIGNMENTS
Please submit an Assignment Cover Sheet with all projects. Your Lecturer will write mark brief comments and your mark on the Assignment Cover Sheet. It is your responsibility to pick up your completed Assignment Cover Sheet from your Lecturer.

LATE SUBMISSION
Late work may not be accepted or assessed, or may be penalised: the lecturer may deduct 2 marks per day, up to 7 days. Work that is submitted more than 7 days after the due date may not be accepted for assessment. If you have a good reason for being unable to submit your work on time, it is important that you let your tutor, or lecturer know promptly – and no later than the due date. There are two kinds of provisions made for students who have good reasons for late submission:

1. Extensions
Students who are late with assignments may apply to their lecturer or tutor for an extension. You must apply for an extension <u>before the due date</u>. Extensions may be refused if you do not present documented medical or other evidence of illness or misadventure. An extension is only for a short period, usually no more than a week.

2. Special Consideration
Where a longer period is needed, you should apply for Special Consideration. For details about Special Consideration please go to this site https://my.unsw.edu.au/student/atoz/SpecialConsideration.html Please note that the application must be submitted no later than 3 days after the affected assessment is due. Also, where the web page talks about NewSouth Q, you should use the COFA Student Centre, Ground Floor B Block.

Review of results
For details about requesting a review of result see http://www.student.unsw.edu.au/atoz/atoz-Review.shtml Please note that the application must be submitted no later than 15 days after the work has been returned. Also, where the web page talks about NewSouth Q, you should use the COFA Student Centre, Ground Floor B Block.

OCCUPATIONAL HEALTH AND SAFETY
Computer usage and ergonomics
Using computers for long periods has the potential to cause overuse injuries. These injuries can be minimised by correct set-up of your workstation. Advise on how to set-up your workstation correctly can be found at http://www.cofa.unsw.edu.au/units/csu/staffinfo/

Student OHS responsibilities whilst on campus

Students are responsible for adhering to UNSW and COFA OHS policies and procedures, following instructions on safe work methods, promptly reporting hazards or accidents and ensuring that their conduct does not endanger others. Links to OH&S website information as follows:
http://www.cofa.unsw.edu.au/schoolsunits/ohs/index.html

Activities away from campus

For any off campus activities relating to your course work a fieldwork risk assessment must be completed and have your supervisors sign off. Forms are available from the Campus OHS coordinator or your supervisor.

SOLUTIONS TO PROBLEMS—TROUBLE-SHOOTERS

The Learning Centre

The Learning Centre provides assistance for study-related problems. The COFA Learning Centre is staffed Monday 11am-3pm, Tuesday 10am-2pm, Thursday 12pm-4pm and Friday 11am-5pm. Call in for an appointment or phone 9385 0739. Check their web site on
http://www.cofa.unsw.edu.au/start/currentstudents/services/default.php?n=141

Student counsellor

The COFA Counseling Service offers counseling on any problems causing distress or concern. For an appointment, ring 9385 0733. (Appointments: Monday 9am-3pm, Tuesday 9am-5pm, Wednesday 12pm-3pm, Thursday 9am-4pm, Friday 9am-5pm.) Don't wait to contact the service until you need support for an
application for Special Consideration: counseling is offered to assist you to resolve the problems that are affecting your work. Check their web site on
http://www.cofa.unsw.edu.au/start/currentstudents/services/

Fees

If you need to pay fees or HECS it is important to realise that the university will not send you a statement or invoice. You will need to go into the Student Gateway to both get fee statements and to pay online. If you have elected to pay HECS upfront and don't pay on time you will be excluded from all classes and only be able to continue your enrolment for that semester by enrolling as a miscellaneous student, with the higher tuition fees involves.

Advice and instructions to students regarding workplace safety and hazardous substances

Students should be aware of their responsibility to avoid causing injuries to themselves or to others. These injuries could include; eyestrain, hearing damage, back, neck and repetitive strain injury (RSI), burns, chemical poisoning, inhalation damage, lacerations and the like. Students using, or planning to use, unorthodox materials, or materials/processes/performances in a potentially damaging manner in their class, or related work, ARE REQUIRED to complete a Risk Assessment Form. This form must be signed by the lecturer and lodged with the relevant Technical Officer or School Administrative Assistant. Unorthodox materials are considered to be material, solvents, chemicals, paints, electricity etc. not covered by standard practice or tuition within the area. All potentially dangerous materials MUST be used in consultation with the mandatory material safety data sheets (MSDS) available at the point of acquisition of such materials. It is UNSW policy that no bodily parts or fluids are used on any campus for any purpose.

Equity and diversity

Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the course convener prior to, or at the commencement of, their course, or with the Equity Officer (Disability) in the Equity and Diversity Unit (9385 4734 or www.equity.unsw.edu.au/disabil.html). Issues to be discussed may include access to materials, including Library materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made. Information on designing courses and course outlines that take into account the needs of students with disabilities can be found at:
www.secretariat.unsw.edu.au/acboardcom/minutes/coe/disabilityguidelines.pdf